



Case Study:  
Morgan Advanced Materials and  
Gripple

The ongoing relationship between Morgan Advanced Materials and Gripple is proving highly successful in agricultural and industrial applications around the world. By including Morgan's renowned Sintox™ FA alumina ceramic in their range of steel wire joiners and tensioners designed for use in agriculture and construction, Gripple has distinguished itself from more mainstream competitors. So it is little wonder that this employee-owned business is going from strength to strength, and that Morgan has helped Gripple to deliver more than 20 million units per year to 86 countries.

## The challenge

Gripple needed to ensure the durability and robustness of the rollers inside their popular Gripple Plus wire joiners and tensioners, but this presented a considerable design and manufacturing challenge. The Gripple Plus is a joiner and tensioner in one, which is often used on fence, trellis and support wires. It allows users to secure fences four times faster than knotting and other traditional methods, and in a manner that maintains the inherent strength of the wire. The Gripple Plus range also permits high load holding.

The rollers are a critical part of each unit, because they grip and hold the wires. During installation, wire is inserted into a channel within the Gripple Plus, where it is gripped by a spring-loaded roller and tensioned as it is pulled through the channel.

As the Gripple Plus is used in agricultural and industrial settings around the world, the rollers within the products must be able to withstand constant exposure to the elements, extremes of temperature and the threat of events such as earthquakes and explosions. They must also be corrosion-resistant. As a result the rollers must be made from a highly robust and extremely stable material that will retain those properties over their lifetime. Thus for Gripple, the challenge lay in finding a material that could fulfil all of these requirements.

## Why Sintox™ FA was chosen for the Gripple rollers

Morgan was able to provide the ideal solution: Sintox™ FA. This 95% alumina ceramic exhibits excellent strength and stiffness in compression, superior hardness and wear resistance, and has good thermal stability. The fact that the material remains stable at high temperatures, has a low coefficient of thermal expansion and is non-combustible and electrically insulating makes it ideal for Gripple's purposes.

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## The result

The partnership between the two companies is further strengthened by Morgan's commitment to customer service. Using a web-based inventory management system, Gripple's supply chain team can quickly and easily order new stock, which Morgan delivers within a week. This in turn allows Gripple to offer next-day delivery to its own clients. The combination of Morgan's top quality products and superb customer service allows Gripple to maintain its own commitment to high quality, and its profile as the market leader. Furthermore, Gripple distinguishes itself from much of the competition by using a cutting-edge, high performance ceramic within its agricultural fastening products.

Looking to the future, both Gripple and Morgan anticipate further growth, and intend to continue the pattern of continuous improvement that has been established during their partnership.

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